Course Descriptions

BU 6001 BUSINESS TOPICS: BUSINESS IN THE EUROPEAN UNION 3 CREDITS

Course Description
The course analyzes the economic, political, and legal framework of the European Union as it has developed under six treaties and will continue to develop. Particular attention is paid to those institutions, sectors, and policies which have an impact on the business environment and business strategy.

BU 6013 BUSINESS STRATEGY 3 CREDITS

Course Description
This course provides students with the skills and concepts necessary to develop effective business strategies. It helps them understand the complex topics underlying business strategy, the marketplace dynamics that influence business strategy and techniques and approaches that facilitate adaptable and wining-strategy development.

BU 6034 RESEARCH METHODS IN BUSINESS AND MANAGEMENT 3 CREDITS

Course Description
This study will outline the range of research methods that are used in business research. Students will develop the necessary research skills that will allow them to complete successful projects in their careers in business.

BU 6332 ENTREPRENEURSHIP: BUSINESS PLAN PROJECT 3 CREDITS

Prerequisites:
EC 6010 Managerial Economics
MK 6011 Marketing Management
FN 6010 Financial Management

Co-requisites:
MG 6010 Organizational Behavior
MG 6011 Production and Operations Management
FN 6130 Financial Statement Analysis and Equity Valuation

Course Description
Starting and operating a new venture as well as developing and launching new businesses within the established firm involve considerable risk and effort. Yet entrepreneurs represent one of the most important sources of creating new jobs and enhancing the growth of any economy. Students will learn through an integration of managerial functions such as marketing, finance, manufacturing, and human resources, the key processes and skills necessary to prepare a quality business plan that they will be able to apply to any new venture they wish to develop or new business for their existing company.

EC 6010 MANAGERIAL ECONOMICS 3 CREDITS

Course Description
Managerial Economics provides current and future managers with basic theoretical tools, fundamental methods of analysis, and approaches to the solution of problems that are available to professional economists and business analysts.

HR 6001 RECRUITMENT AND SELECTION: STRATEGIES AND TECHNIQUES 3 CREDITS

Course Description

Hiring the right people is the first vital step in order to create effective teams and achieve long-term organizational success. Therefore, there is little doubt that recruitment and selection is one of the most critical responsibilities of HR Executives. This course concentrates on all major aspects of recruitment and selection. Through research-based and well-grounded theory as well as practical tools, it provides a thorough and comprehensive coverage of key issues, such as developing strategies to attract suitable candidates and win the war for talent, employer branding, the importance of using a range of selection methods, as well as the role of socialization and induction. Additionally, it will engage students in a learning process, so as to develop their competencies in crucial aspects associated with employee selection, such as effective interviewing techniques.

HR 6031 ADVANCED TOPICS IN HUMAN RESOURCE MANAGEMENT 3 CREDITS

Course Description

The trend away from personnel management to strategic HRM is gathering momentum and HR professionals increasingly need to demonstrate their value to the Board of Directors. In view of these challenges, this advanced course examines a variety of selected contemporary HRM topics and is designed to offer participants the opportunity to keep abreast with the latest developments in the HRM field. Indicative areas, which will be explored, include talent management, coaching, as well as HRM metrics and benchmarking, managing redundancies and outplacement, and international HRM.

HR 6061 STRATEGIC HUMAN RESOURCE MANAGEMENT 3 CREDITS

Course Description

Human Resources Management introduces students to basic as well as advanced concepts in Human Resource Management (HRM). It is divided into three parts: “Theories”, then “Content” and, finally, “Contemporary Issues” in HRM. Through this approach, the module provides an introduction to HRM, examines key policies and systems used to manage people and discusses contemporary issues. It addresses major topics, such as the link between business strategy and HRM, the impact of HRM on business performance, recruitment, appraisal, balanced scorecard, compensation, benefits and organizational culture. Using theories, research evidence, and practical tools (case studies, videos and guest speakers), students will understand and evaluate Human Resources Management in practice.

IB 6010 INTERNATIONAL BUSINESS 3 CREDITS

Course Description

The course is designed to provide an “experiential” treatment of the nature, scope, opportunities, and challenges involved in managing business in a global, multicultural environment.